

Move with the Mayor: A Partnership with the National Forum for Heart Disease and Stroke Prevention

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Introduction/Background

- Only ½ of U.S. adults get the appropriate amount of physical activity to reduce the risk of chronic disease.
- Heart disease and stroke increased in 45-64 year old age group.
- 120,000 deaths in 2016 in 45-64 year olds.
- \$117 billion dollar annual health care cost associated with inadequate physical activity.

Purpose

- In collaboration with the National Forum, the City of Columbus, Mayor’s Office, Columbus Public Health, and Ohio State, during the month of September, four Move with the Mayor events were conducted to help improve the heart health of Central Ohioans and promote the importance of walking and activity.



Methods

Four events/walks with the City of Columbus Mayor Andrew Ginther and Health Commissioner Dr. Mysheika Roberts were held

- September 6, City Hall
- September 12, Public Health Dept.
- September 18, Ohio State University
- September 25, Georgian Heights

Program Components

- Approximately 30 minute events/walks were held at the end of the workday.
- Participants pre-registered with an email address 1) as an estimate of attendance and 2) for follow-up surveys to be conducted.
- Walks/events incorporated blood pressure readings and complimentary activities at “stations”.
- Fliers were distributed via community partnerships channels and electronic communication.

Outcomes

- Participation
 - September 6: 25
 - September 12: 47
 - September 18: 30
 - September 25: 35
- Self-report evaluation
 - Majority respondents white, female, age 55-64
 - Majority (59%) did not meet the recommended 150 minutes of weekly physical activity.



Insights/Conclusions

- With the current (un)health status of the U.S., physical activity programs are important and potentially very impactful, but not always a priority.
- New and innovative recruitment strategies and partnerships are key to engaging the community.
- Community leadership is influential but complimentary grass roots efforts are needed for better engagement and sustainability.
- Safety, mental health, healthy eating and the social environment should be taken into account in physical activity programs, to ensure optimum engagement and sustainability.



Outcomes Table

Outcome 1: Influence on the desire to walk	55% expressed desire to walk more.
Outcome 2: Reason(s) for attending walk	80% liked the opportunity to be physically active. 66% liked the opportunity to walk with the mayor/community leaders.
Outcome 3: Program logistics	75% stated the location was easy to find. 100% stated 30 minutes was a suitable time frame for the walk.

References

National Forum for Heart Disease and Stroke Prevention <https://www.nationalforum.org/losing-ground-heart-disease-and-stroke-deaths-hit-hardest-right-in-the-middle/>
Centers for Disease Control and Prevention <https://www.cdc.gov/physicalactivity/about-physical-activity/why-it-matters.html>